Partner Program Policies

These Partner Program Policies ("Policies") are updated as of the date stated above and will apply until superseded by a version with a later version date. Funnel may unilaterally update these Policies. All capitalized terms used in the Policies shall have the same meaning as in the Solution Partner Agreement.

1. Background

The Solution Partner program is designed for companies that are inspired to bring the best out of marketing analytics to help their customers in entirely new ways by offering services related to Funnel. Funnel offers its Partners access to its Partner ecosystem resources, training and marketing assets, enabling Partners to develop expertise around specific business functions, product areas, and industries so they can best serve customers and differentiate their practices.

The main objective of the Solution Partner program is to create new business opportunities via referrals of Leads to Funnel. Both Parties will work together to identify and develop new clients driving new revenue into the Partnership, allowing the Partner to at the same time extend its services offering to such prospective and current customers.

2. Partner Tiers

When joining the Solution Partner program, the Partner enrolls in a Partner Tier. Each Partner Tier comes with certain benefits and requirements. The Partner itself must carry out its obligations and responsibilities and may not delegate or subcontract them to someone else.
The Partner Tiers in the Solution Partner program are Community and Solution Partners.

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2.1 Benefits

2.1.1 Benefits Overview

	Community	Solution
Onboarding	✓	✓
Certification	✓	✓
Assets Library	✓	✓
Partner Updates	✓	✓
Revenue Share	✓	✓
Partner Gallery Listing*		✓
Lead Sharing		✓
Dedicated Partner Account Manager		✓
Sandbox		✓
Partner Marketing		✓
Ongoing Enablement		✓
Eligible for MDF		✓
Commercial Incentives		✓
Product & Market Insights		✓
First Year	20%	20%
Lifetime		5%

2.1.2 Partner Enablement

For Partners on the Community Partner Tier Funnel has prepared a number of standardized training packages, including **onboarding and certification**. For Partners on the Solution Partner Tier Funnel offers customised training to fit the needs of the Partner. Funnel has identified a number of topics that could be covered.

Funnel offers **ongoing enablement** to its partners through support, training, and resources during the entire duration of the partnership. This involves empowering partners with the knowledge, tools, and skills they need to effectively provide Funnel services to their clients.

2.1.3 Assets Library

Funnel always provides a number of assets supporting its Partners whether that is to implement, sell or drive additional value for the client. Assets can change over time and Funnel strives to have a very rich assets library for Partners to leverage.

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2.1.4 Partner Updates

Every Partner receives regular updates from the Funnel Partner team as email newsletters containing useful information for the Partnership. That said, valuable information could also be distributed via other channels. Funnel strongly advises all Partners to sign up and follow Funnel in several channels.

2.1.5 Partner Gallery Listing

Funnel showcases Partners at the Solution Partner tier on https://funnel.io/Partner-directory, allowing potential customers to explore and discover more about the Partner ecosystem. This helps them find a Partner that aligns well with their needs.
Note: Eligibility for inclusion in the Partner Gallery is subject to the Partner completing the relevant certifications as outlined in Section 2.2.2 Onboarding & Certification.

2.1.6 Lead Registration

The Lead registration is designed to initiate a collaborative relationship between Funnel and its Partners on specific opportunities. Partners can register Leads to receive revenue share. More details in section 4.

2.1.7 Partner Account Manager & Sales Alignment

Partners on the Solution Partner Tier receive support from a dedicated Partner Account Manager (PAM). The PAM will be the first point of contact at Funnel and will work with the Partners developing the Funnel business making sure the Partnership is successful.

When existing customers or prospects reach out to Funnel asking for a Partner to support with implementation or to run, operate or support with services. Funnel will invite Partners to these opportunities at Funnel's sole discretion.

2.1.8 Sandbox

Funnel will provide sandbox accounts to test the Service with demo data for Partners to use for training and demo purposes. It is also possible to add other data to further test the Service. The Partner may not use the sandbox accounts for its own marketing purposes.

2.1.9 Partner Marketing

Funnel provides marketing support for Partners based on their enrolled Partner Tier and level of engagement. Partners can demonstrate their engagement in various ways, such as organizing internal and external marketing activities, co-writing content, creating case studies, or featuring Funnel on their website or blog. Higher engagement with Funnel entitles the Partner to higher levels of marketing support. We have several marketing activities in the Funnel marketing toolbox that could be leveraged to create more business together.

Partners are expected to be familiar with Funnel's brand guidelines whenever they communicate about Funnel.

2.1.10 Eligible for MDF

Partners on the Solution partner tier are eligible for Market Development Funds (MDF). MDF may be made available to support activities such as campaigns, events, webinars and content creation, aiming to increase brand visibility and drive referrals.

Eligibility is based on the Partner demonstrating commitment to promoting the service, referring clients to Funnel, the partner's track record of successful collaboration and adherence to program requirements.

2.1.11 Commercial Incentives

Financial or non-financial rewards provided to Partners as a motivation for achieving specific joint partner program objectives.

2.1.12 Product & Market Insights

For Partners on the Solution Partner Tier we offer insights and discussions with the Funnel product team via different channels. It is very important for Funnel to gather feedback from experienced Partners in the ecosystem in order to continue developing the solution that solves our customers' use cases.

Market insights may include industry trends, customer needs, and competitive dynamics, equipping the Partners with valuable strategic resources.

2.1.13 Revenue Share

Partners can register Leads in order to receive part of the revenue generated by Funnel when and if the submitted Lead results in a customer signing a customer contract with Funnel. Revenue share is based on the Monthly Contract Value or MRR for the first year of the customer contract. Partners on theSolution Partner Tier are also eligible for a recurring revenue share starting from the second year of the customer contract for as long as the customer is under Active Customer Management by the Partner. The processes and requirements for selling with Funnel, including deal registration, are described in detail in Section 4 of these Policies.The details of how the revenue share is applied and calculated are outlined in the Agreement and with further guidance in Section 5 of these Policies.

2.2 Requirements

2.2.1 Requirements Overview

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	Community	Solution
Onboarding	✓	✓
Certification	✓	✓
Account Mapping		✓
Quarterly Business Review		✓
Case Studies		✓
New Clients		+2 new clients or $5K in MRR

2.2.2 Onboarding & Certification

To be successful, Funnel requires its Partners to fully understand the solution and the commercial aspect of Funnel. When onboarding as a Partner to Funnel we will together with the Partner discuss an appropriate enablement plan. The Partner undertakes to complete the training and certification provided by Funnel for the relevant Partner Tier.

2.2.3 Account Mapping

A key requirement when participating in the SolutionPartner Tier is being ready to engage in sales activities such as sharing information, doing account mapping and aligning on strategies for key accounts.

2.2.4 Quarterly Business Review

Funnel strives to have healthy Partnerships based on open, honest and transparent communication. It is therefore important to review the Partnership making sure we are on track. Business reviews will be initiated and scheduled whenever any of the Parties see fit. Funnel may set up quarterly business reviews as part of the regular business cadence.

2.2.5 Case Studies

It is essential that we together invest and develop the Partnership and one key activity is to jointly create customer case studies to be promoted internally and externally to showcase our success.

2.2.6 New Clients

Funnel believes that setting clear targets benefits both parties in a partnership. To measure success, Funnel evaluates the number of Partner Sourced Deals by each Partner within a Program Year. For partners on the Solution Partner Tier, the minimum target is two (2) Partner Sourced Deals or $5K in Monthly Contract Value per Program Year.

2.3 Review and change of Partner Tier

Funnel will each year evaluate its Partners based on performance. Evaluations will be conducted during the last quarter of the Program Year and may result in reassignment to another Partner Tier if a Partner does not meet the requirements and obligations of the relevant Partner Tier. Any

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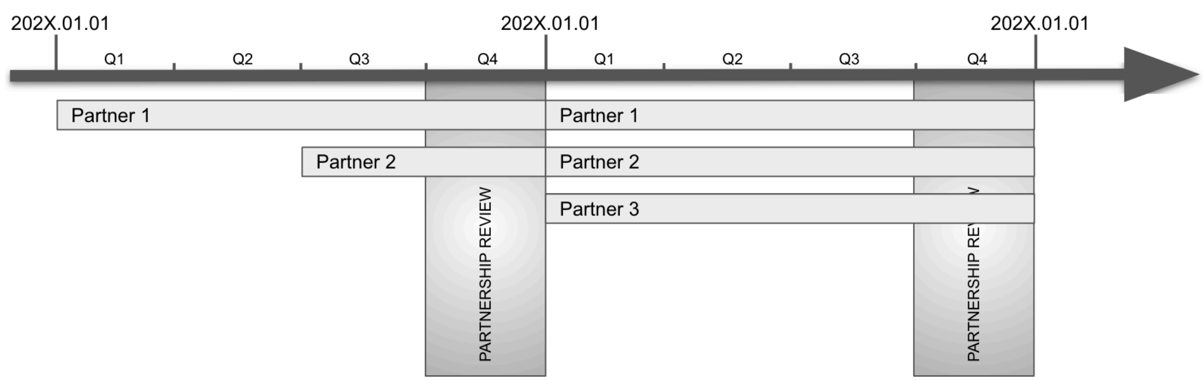
resulting reassignment will be effective as of the first day of the following Program Year. Funnel will notify a reassigned Partner of its new Partner Tier on or before the effective date thereof.

Funnel may also evaluate and reassign Partners at other times if there are any indications that a Partner does not meet the requirements and obligations of its Partner Tier. Any such reassignment will be effective as of a date decided and communicated by Funnel.

Partners may request reassignment to a lower Partner Tier than the Partner Tier for which it qualifies up to ten (10) days after the start of a Program Year. If Funnel approves such a request, such Partner is to be reassigned to the lower Partner Tier, effective as of the start of that Program Year.. However, such Partner is not eligible for reassignment to a higher Partner Tier for the remainder of that Program Year.

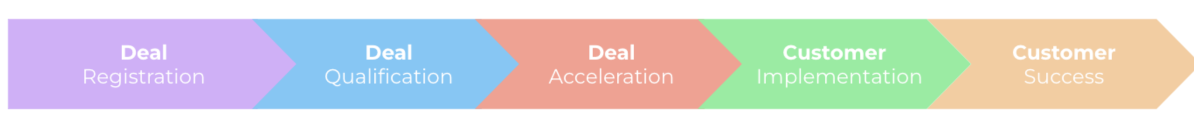
3. Program Year

The term of the Solution Partner Agreement follows the Program Year, which means that regardless of when a Partner enrolls in the Solution Partner program, the initial term ends at the end of the calendar year and a new term begins.



4. Selling with Funnel

The Lead registration, a benefit included in the Solution Partner program, is designed to initiate a collaborative relationship between Funnel and its Partners on specific opportunities. Partners at the Community and SolutionPartner Tiers can register Leads to receive revenue share. The Funnel deal process is outlined below:



4.1 Deal Registration

For Partner sourced deals, only Leads that have been registered through the deal registration process are eligible for revenue share. Partners may register customer Leads by completing and submitting the lead application form. Upon submission, the registration will be routed to the appropriate member of the Funnel Partner team for review and subsequent approval or denial. Leads should only be registered where the Partner believes Funnel will be in contact with the prospect in the next 90 days.

Partners will receive confirmation of acceptance or rejection of the registration without undue delay.

In situations where multiple Partners are responding to a customer bid, registrations will only be approved on a first-come, first-serve basis once the contract has been awarded.

4.1.1 Denial of registration

Registrations may be denied for any of the following reasons:

- The registration application has incomplete data
- The lead has already been registered by another Partner
- Funnel is already working on this lead
- Customer or end user was not identified

4.1.2 Expirations

Both Leads and deals will expire if there has been no activity the last 90 days meaning that no communication regarding the deal has been documented between Funnel, the Partner or the prospect. Should it expire, any participant in the Solution Partner program needs to register it as a new opportunity in order for the deal to qualify for revenue share. It is also the Partner's responsibility to keep Funnel informed about opportunities.

4.1.3 Exceptions

When a deal arising from a Lead is closed but was not qualified properly for any reason, for example, the Lead was i) not registered, ii) not accepted or iii) expired. If the Partner actively manages such an unqualified Lead, Funnel may in its discretion determine that the Lead will qualify as a Partner Sourced Deal or Partner Instrumental Deal. Funnel may request the Partner to provide proof of involvement (for example, email correspondence or documented discussions that clearly outline the details of the Lead, including contact information and relevant business context).

4.2 Deal Qualification

Once a Lead has been submitted the PAM will reach out to the Partner and (i) discuss the opportunity to understand where the prospect is in the sales process; and (ii) qualify the opportunity if it is a good fit for Funnel.

When the Lead is mature enough it will be handed over to a Funnel account executive ("Funnel AE"). The PAM schedules a meeting with the Partner and the Funnel AE. The purpose with this meeting is

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for the Funnel AE (i) to get to know the client and stakeholders, (ii) understand the use case, (iii) agree on next steps, (iv) get any other relevant insights, and (v) create the deal in the Funnel CRM.

4.3 Deal Acceleration

The Partner shall work with the Funnel AE to progress the deal.

4.4 Customer Implementation

Initial implementation could be done in a proof of concept (POC) or when the client has signed the contract with Funnel as soon as a Funnel environment has been set up. The Partner can use its Partner Services to set up Funnel for the customer or it can be done by the customer itself. Funnel also offers guided setup via a Funnel solution consultant depending on the chosen plan for the Service.

4.5 Customer Success

Every paid customer of Funnel, is assigned customer success or account management resources to ensure that they are being successful when using Funnel. These Funnel resources are looking to drive user adoption, identifying new use cases and are a valuable resource to the Partner to grow the account.

5. Revenue Share

5.1 General

Partners on the Community and Solution Partner Tiers can earn the right to receive a revenue share for Partner Sourced Deals, while those on the Solution Partner Tier can also earn a share for Partner-Instrumental Deals. Revenue share is available only for qualified deals that have been submitted in accordance with Section 4.1 Deal Registration.

Note: The revenue share percentages outlined in this section apply to new deals registered on or after January 1, 2025. For deals registered prior to this date, please refer to Appendix A: Historical Revenue Share for applicable terms.

5.2 Calculation

The revenue share is calculated as a percentage of the Monthly Contract Value for the Funnel customers generated by the Partner as a Partner Sourced Deal or Partner Instrumental Deal. The applicable percentages of the Monthly Contract Value are set out in the table below and vary depending on the Partner’s Partner Tier, the type of deal generated and for how long the customer has remained a customer of Funnel’s. Where the table states “NA”, no revenue share is applicable for a Partner on that Partner Tier for that type of deal or longevity of the customer contract.

The revenue share is calculated for each quarter of the Program Year, based on the Monthly Contract Value of each month in that quarter. Revenue share beyond the first year of the customer contract is only available to Solution Partners and requires that the Partner provides Active Customer Management to the relevant customers.

The revenue share is in summary calculated as follows:

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Monthly Contract Value for each month in the quarter x the applicable percentage for that Partner Tier for the relevant type of deal and longevity of customer contract.

The following percentages of the Monthly Contract Value apply:

Year of the customer contract for the Service	Type of deal	Community Partner	Solution Partner
First year	Partner Sourced Deal	20%	20%
First year	Partner Instrumental Deal	NA	5%
Second year, and following years	Partner Sourced Deal	NA	5%
Second year, and following years	Partner Instrumental Deal	NA	5%

5.2.1 Calculation examples

A Partner enrolled at the Solution Partner tier registers a Lead through the process set out in section 4. The Partner has sourced and referred the Lead to Funnel, qualifying the deal as a Partner Sourced Deal. The Lead concludes an annual customer contract with Funnel in January with an annual subscription fee of €12,000. The Monthly Contract Value is thereby €1,000 (12,000/12). In March, the customer increased its subscription resulting in a new annual subscription fee of €18,000. The Monthly Contract Value is then €1,500 (18,000/12). The Partner is entitled to revenue share amounting to 20% of the Monthly Contract Value for each month in the quarter.

January	0,20 x €1,000 = €200
February	0,20 x €1,000 = €200
March	0,20 x €1,500 = €300
Summary 1st quarter	€700

The subscription fee thereafter remains the same throughout the rest of the subscription period, meaning that the Monthly Contract Value remains at €1,500. This means that the Partner is entitled to 20% of €1,500 for each month for the remaining quarters.

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2nd quarter	0,20 x €1,500 * 3 months = €900
3rd quarter	0,20 x €1,500 * 3 months = €900
4th quarter	0,20 x €1,500 * 3 months = €900

In January the following year, the customer contract renewed for an additional year with an increased annual subscription fee of €24,000. The Monthly Contract Value is then €2,000 (24,000/12). The Solution Partner provides Active Customer Management and is therefore entitled to 5% of the Monthly Contract Value for each month of each quarter.

1st quarter	0,05 x €2,000 x 3 months = €300
2nd quarter	0,05 x €2,000 x 3 months = €300
3rd quarter	0,05 x €2,000 x 3 months = €300
4th quarter	0,05 x €2,000 x 3 months = €300

5.2.2 Revenue share pay-out process

A Partner is entitled to receive revenue shares from Funnel on a quarterly basis. Funnel provides a Partner with a quarterly revenue share report. The Partner can then invoice Funnel based on this report within ninety (90) days of receiving the revenue share report. If the Partner fails to provide this invoice, the revenue share is considered forfeited.

5.2.3 Proof of Active Management

In cases where a Solution Partner is eligible for revenue share beyond the first year for customers they manage, Funnel may ask the Partner to show proof of ongoing involvement with the customer. This could include recent email correspondence, documented meetings, or other materials that demonstrate the Partner's continued role in managing the customer relationship.
Funnel may request this proof periodically to ensure the Solution Partner remains actively engaged with the customer. If the Partner cannot provide sufficient proof of Active Customer Management when asked, future revenue share related to that customer may be suspended or terminated.

APPENDIX A: Historical Revenue Share

Effective for deals registered before January 1, 2025

Year of the customer contract for the Service	Type of deal	Community Partner	Solution Partner	Premium Solution Partner	Global Solution Partner

First year	Partner Sourced Deal	NA	10%	15%	20%
First year	Partner Instrumental Deal	NA	5%	5%	5%
Second year, and following years	Partner Sourced Deal	NA	NA	5%	5%
Second year, and following years	Partner Instrumental Deal	NA	NA	5%	5%

Note: Partners enrolled as Premium and Global Solution Partners prior to January 1, 2025, will retain a 5% revenue share for all qualifying deals registered prior to January 1, 2025, in accordance with the terms of this program.

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